

WELLNESS LINK

Brand guidelines, logo system, typography and media standards for the operating partner behind the world's most ambitious wellness brands.

We help wellness brands break into new markets and drive sales.

Who we are

Wellness Link is an embedded go-to-market partner for wellness, longevity and performance brands. We open B2B and retail channels, negotiate the deals, and then run the channel on the brand's behalf across North America, Europe, the Middle East & Africa, Latin America and Asia Pacific.

What we are not

Not an agency selling decks. Not a reseller taking stock risk by default. We are operators who have already built these channels inside Fitbit, Google, Ultrahuman and David Lloyd.

Brand pillars

PILLAR	MEANING
Operator, not adviser	We run it, not just recommend it
Proof over promise	Named brands, named channels, real revenue
Plain language	No jargon, no word salad
Global by default	Five regions, one team
Longevity mindset	Built for the next decade of health

Primary marks

The wordmark is set in Bricolage Grotesque ExtraBold with 0.30em tracking. WELLNESS is always set in ink; LINK carries the steel gradient. Never re-typeset the logo — always use supplied files.

The logo consists of the words "WELLNESS LINK" in a bold, uppercase, sans-serif font. The letters are white against a dark background. The word "WELLNESS" is followed by a wide space, and then "LINK".

WELLNESS LINK

HORIZONTAL • PRIMARY

The logo consists of the words "WELLNESS" and "LINK" stacked vertically. Both words are in a bold, uppercase, sans-serif font. The letters are white against a dark background. "WELLNESS" is on the top line, and "LINK" is on the bottom line.

**WELLNESS
LINK**

STACKED • SECONDARY

The monogram consists of the letters "WL" in a bold, uppercase, sans-serif font. The letters are white and are contained within a dark, rounded square background.

WL

MONOGRAM • AVATAR & FAVICON

The logo consists of the words "WELLNESS LINK" in a bold, uppercase, sans-serif font. The letters are black and are centered on a white background.

WELLNESS LINK

MONO BLACK • LIGHT SURFACES

The logo consists of the words "WELLNESS LINK" in a bold, uppercase, sans-serif font. The letters are white and are centered on a dark background.

WELLNESS LINK

MONO WHITE • PHOTOGRAPHY

Clearspace, sizing and misuse

Clearspace

Minimum clearspace on all four sides equals the cap-height of the letter W in the wordmark. Nothing — type, image edge, rule or another logo — may enter that field.

Minimum sizing

MARK	DIGITAL	PRINT
Horizontal	120 px wide	32 mm wide
Stacked	88 px wide	24 mm wide
Monogram	16 px	6 mm

Never

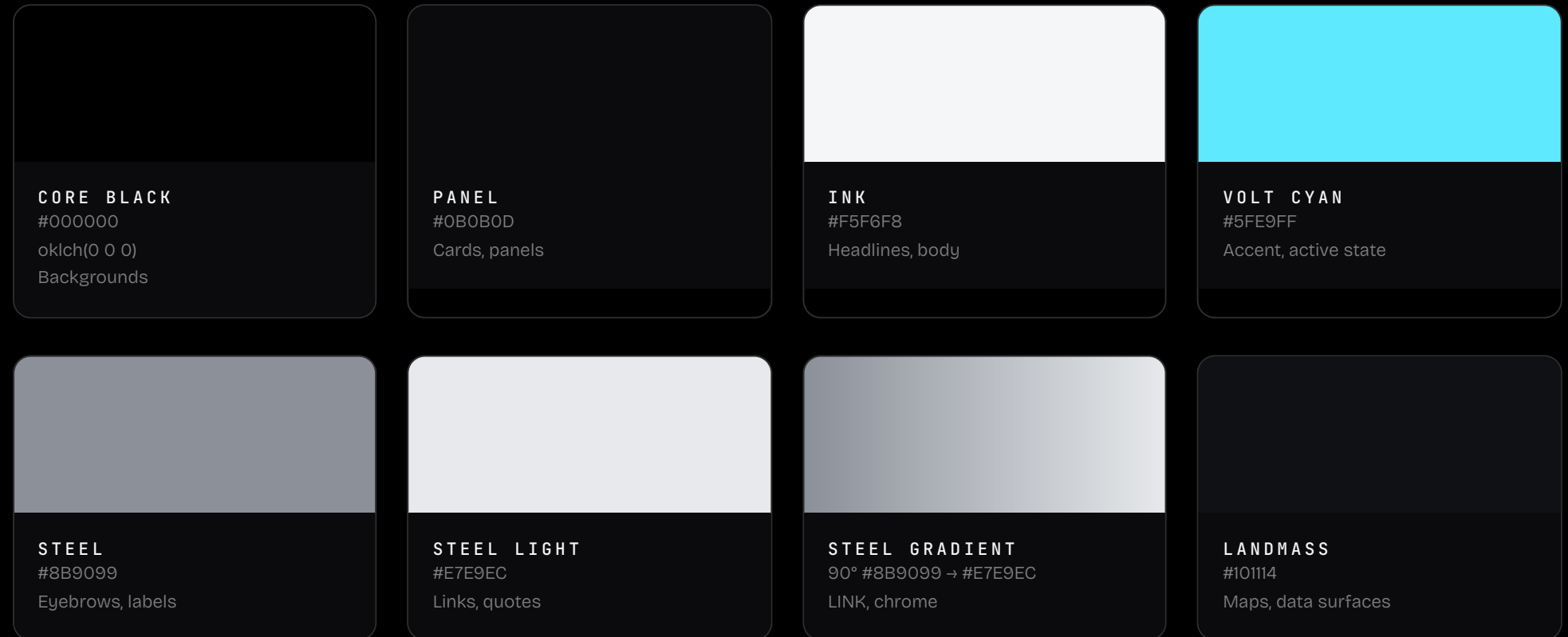
- Re-colour the wordmark outside the approved palette
- Apply drop shadows, outlines, bevels or glows
- Stretch, condense, rotate or skew any mark
- Re-typeset the logo in another typeface or weight
- Place the light mark on a light photograph without a scrim
- Box the logo unless using the supplied monogram tile
- Change the tracking or the WELLNESS / LINK relationship

File selection

SVG for web and any scalable use. PNG at 2048 px for decks and partner submissions. Mono files for single-colour print, embroidery and etching.

Palette

The system is built on true black with a steel-to-light gradient and a single electric accent. Volt Cyan is an accent only — never a background, never body copy.



Ratios: 70% black · 20% ink and steel · 8% panel · 2% volt cyan. Text must hold 4.5:1 contrast minimum.

Bricolage Grotesque & JetBrains Mono

Aa

Bricolage Grotesque — primary

Variable, optical-size aware. Weights in use: 200 / 300 / 400 / 500 / 600 / 700 / 800.
Licence: SIL Open Font Licence 1.1. Source: Google Fonts.

Display 800 · headlines
Semibold 600 · sub-headlines
Light 300 · body copy

Aa

JetBrains Mono — support

Used only for eyebrows, labels, data tags, navigation and captions. Always uppercase with 0.2em–0.34em tracking. Weights 400 / 500 / 700. Licence: SIL OFL 1.1.

EYEBROW · 0.34EM
NAVIGATION · 0.22EM
CAPTION · 0.16EM

ROLE	FAMILY	WEIGHT	SIZE	TRACKING	LINE HEIGHT
Hero display	Bricolage	800	clamp(56–128px)	-0.03em	0.9
Section heading	Bricolage	800	clamp(46–96px)	-0.02em	1.0
Sub-headline	Bricolage	600–700	20–26px	-0.01em	1.3
Body	Bricolage	300	15–20px	0	1.68
Eyebrow / label	JetBrains Mono	500	10–11px	0.34em	1.2

How it should look and sound

Photography

- Real athletes, real clinics, real retail floors — never stock wellness clichés
- Low-key lighting, deep shadow, single light source
- Desaturated by default; colour returns on hover or focus
- Full-bleed with a bottom gradient scrim for legible type
- Never crop a face or logo at the frame edge on mobile

Voice

- Say what we do in one sentence, then prove it
- Short sentences. Concrete nouns. Named partners
- Never "synergy", "ecosystem play", "holistic solutions"
- Numbers beat adjectives: channels opened, doors won, revenue run-rate
- British English throughout

SAY

"We open retail and clinic channels for wellness brands, then run them."

DON'T SAY

"We are a holistic 360° wellness ecosystem enabler"

SIGN-OFF

Wellness Link · hello@wellnesslink.io · wellnesslink.io

What is in the brand pack

/logos

Horizontal, stacked and monogram marks. Each in light, on-black, mono-white and mono-black. SVG (vector) and PNG at 2048 px / 1024 px.

/fonts

Bricolage Grotesque 200–800 and JetBrains Mono 400/500/700 as TTF, with the OFL licence text and a webfont snippet.

/colour

Hex, RGB and oklch tokens as a CSS variables file, ready to paste into any build.

/docs

This document, plus a one-page fact sheet for press and partner submissions.

Requests

Anything missing — additional formats, localised lock-ups, co-branded lock-ups — email hello@wellnesslink.io.